

Message Text

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43

ACTION NEA-09

INFO OCT-01 ISO-00 COME-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-01 SIL-01 USIA-06 PRS-01 /037 W

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P 141306Z FEB 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC PRIORITY 5606

C O N F I D E N T I A L TEL AVIV 1002

PASS NEA/IAI AND COMMERCE (PETER HALE)

E.O. 11652: GDS

TAGS: BEXP, IS

SUBJ: TECHNOLOGY '75

REF: STATE 31557; TELCON COLLINS/HALE OF FEB 13

1. AFTER HARD NEGOTIATIONS FAIR AUTHORITIES HAVE AGREED TO REDUCE SITE RENTAL FROM \$22,500 TO \$7,500 FOR 750 SQ M (ADDITIONAL \$2,500 REDUCTION FROM \$10,000 ACHIEVED AFTER COLLINS/HALE TELECON).

2. CONTRACTOR (BERMAN) HAS REDUCED CONSTRUCTION COSTS TO TOTAL OF \$16,000 FOR FOLLOWING: DESIGN AND CONSTRUCTION OF 20 BOOTHS, TWO OFFICES PLUS LOUNGE AND INFORMATION BOOTH TOTALLING ABOUT 100 SQ M; SUPPLY OF PHOTOGRAPHS AND GRAPHICS; FURNITURE AND EXHIBITION TABLES FOR BOOTHS, OFFICES AND LUNGE; NEW CARPETING; NECESSARY OUTLETS AND LIGHTING; AND PAINTING OF AISLES IF NECESSARY. PRICE OF \$650 FOR EACH EXTRA BOOTH OVER THE FIRST 20.

3. WE CAN ELIMINATE SERVICES OF PR FIRM AND COMMATT CAN ACT AS DUSEX. THUS, ONLY ADDITIONAL EXPENDITURES WILL BE CONTRACTING FOR SECRETARIES, ADMIN ASSISTANT, OVERTIME FOR ONE FSL STAFF MEMBER, PRINTING, TELEPHONE INSTALLATION AND CALLS, TRAVEL, GUARDS, STEWARDESSES, CLEANING, PHOTO COVERAGE AND OTHER UNFORESEEN EXPENDITURES. WE ESTIMATE THAT THESE WILL COST ABOUT \$10,000, WHICH GIVES GRAND TOTAL ESTIMATED COST OF
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\$33,500 FOR SHOW OF 20 BOOTHS.

4. TO DATE TWENTY PARTICIPANTS RECRUITED SUBJECT TO FINAL BOOTH COST. WE BELIEVE THAT THEY WILL PARTICIPATE IF PRICE OF \$1,200 PER BOOTH CAN BE OFFERED. IF SO WE WILL THEN NEED ONLY \$10,000 FROM COMMERCE. PLEASE ADVISE SOONEST.

5. NOTE: RENTAL PRICE SHOULD BE KEPT CLOSELY BECAUSE OF SENSITIVITY OF FAIR AUTHORITIES REGARDING PREFERENTIAL TREATMENT AFFORDED USG.
KEATING

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: CunninFX
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TELAV01002
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D750054-0670
From: TEL AVIV
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750239/aaaabjgg.tel
Line Count: 71
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: STATE 31557; TELCON COLLINS/HALE OF, FEB 13
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 07 AUG 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 AUG 2003 by WorrelSW>; APPROVED <01 DEC 2003 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TECHNOLOGY '75
TAGS: BEXP, IS
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006